

Memo

To: Mayor & Common Council

CC: Steve Kvenvold, Gary Neumann, Terry Adkins, Pat Alfredson, John Harford,
CUDE members, CPZC members

From: Terry Spaeth

Date: 7/30/2003

Re: CUDE's recommendation regarding a potential zoning ordinance amendment
pertaining to "animated signs"

As you are aware from previous correspondence, CUDE has concerns related to the erection of animated signs within the City. Over the past several months, this issue has been discussed with CUDE and the CPZC. The CPZC does not share the same concerns as CUDE and feels there is no need to amend the signage provisions of the City zoning ordinance at this time as it pertains to this issue.

After informing the CUDE members of the CPZC position, the CUDE Committee met again on July 17, 2003 to further discuss the issue of "animated signs". The outcome of that discussion is that CUDE's recommendation to the Council is to initiate a zoning ordinance amendment that would ban "animated signs" within the City. The reasons given focused predominantly on public safety concerns from the combination of light intensity and flashing movements associated with these signs. Several members also brought up aesthetic concerns, but the major concern was related to public safety, predominantly to motorists traveling on the adjacent roadways. I believe Steve will be putting this item on a future COW agenda for Council discussion.

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